

# Guide Dogs.

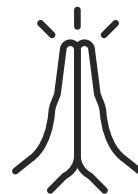
2025

## NSW/ACT Impact Report.



# Our Clients.

We work in partnership with our Clients to understand what they want to achieve and set goals to support them. We seek their feedback to know how we've done assisting them to achieve their goals. Sometimes, a Client may not fully achieve their goals due to health or environmental reasons, in this case we will work with them to set new goals and aspirations.



**76%**  
of Clients met or exceeded their goals.

**14.5%**  
of Clients partially met their goals.

**9.5%**  
of Clients had other outcomes.

# Our outputs.

During the 2024-25 financial year:



**2,484**  
Client programs delivered.



**49,056**  
hours of Client services delivered including 25,275 hours for regional Clients.



**2,930**  
pieces of equipment distributed such as white canes and accessories.

**86**  
Net Promoter Score.

Net Promoter Score is a customer loyalty and satisfaction metric that gauges how likely a customer is to recommend a company, product, or service to others.

# Our impact.

We support our Clients to pursue meaningful activities that are important to them and build strong relationships to help them feel connected. Our Social Impact Measurement Framework enables us to identify and explore Client outcomes, understand the impact of our work, identify opportunities for improvement and collaborate

with others to advocate for positive change. We recognise that real-life change takes time and that every individual's journey is unique. Personal circumstances can shape how outcomes are experienced and we remain committed to providing tailored support that reflects each person's needs.

**81%** of Clients surveyed are more confident doing activities that are important to them.

**"I had a cane for a lot of years but was never very confident. Now I am very confident, I still go dancing and I get to spend time with my grandkids."**

**80%** of Clients surveyed feel safer in their home in relation to their vision condition.

**"I feel so much safer and much more confident than I did before. Can't speak more highly of Guide Dogs and I'm very grateful for all your help."**

**80%** of Clients surveyed feel more confident in themselves and what they can do.

**"I'm more relaxed with what is happening with my eyesight. I know there is opportunity to learn new things to improve my life."**

**77%** of Clients surveyed have made or maintained their social connections or relationships.

**"Socialising with other low vision individuals at Guide Dogs morning teas, attending information talks and learning about available technology has taken away some of the anxiety my condition has given me."**

# Our services.

## Assistive Technology Service.

Supporting Clients to explore options to access information from the world around them when they are no longer able to use or rely on their vision.

## Connections Services.

Supporting Clients to connect with Guide Dogs services, important people in their lives and other people with similar lived experiences, to enjoy activities together.

## Guide Dog Mobility.

Supporting Clients to partner with a Guide Dog to access the community with confidence and independence.

## Low Vision Orthoptics.

Supporting Clients to understand their level of functional vision and use new strategies to access visual information.

## Occupational Therapy.

Supporting Clients with practical skills and techniques to participate in daily activities around the home with ease.

## Orientation and Mobility Services (adults and children).

Supporting Clients to get out and about and navigate their communities safely and independently.

## Service breakdown by type:

●	Assistive Technology	6%
●	Guide Dog Mobility	13%
●	Low Vision Orthoptics	12%
●	Occupational Therapy	19%
●	Orientation and Mobility	50%



# Our Dogs.



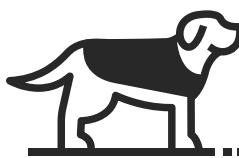
**278**  
working Guide Dogs  
in the community.



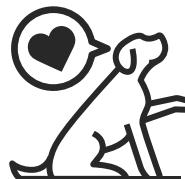
**176**  
puppies born.



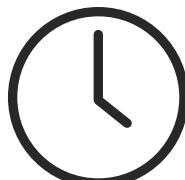
**155**  
dogs matched with their  
new Handlers of which:



**18**  
Courts serviced.



**59**  
Canine Court dogs  
in the community.



**39**  
Guide Dogs

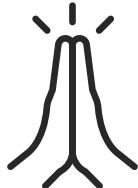
**93**  
Therapy Dogs

**21**  
Breeding Stock Dogs

**2**  
Ambassador Dogs

**4,001**  
Canine Court Support  
program hours.

# Our People.

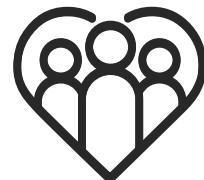


**273.4** full-time equivalent employees of which:

**208** full-time

**94** part-time

**40** casual



**849** volunteers of which:

**130** Community and Fundraising

**20** Strategic and Skilled

**16** Administration and Events

**683** Dog Services and Supports of which:

**281** Puppy Raisers

**124** Temporary Carers

**119** Home Whelpers and Home Boarders

**91** Guide Dogs Centre

**68** NSW and ACT Court programs

# Our Supporters.

## Puppy Pals.

Become a Puppy Pal today and help train more puppies to become life-changing Guide Dogs. A small, regular monthly payment can go a long way in changing someone's life.

## Community Fundraising.

Whether you are part of a support group, host an event, ask for donations for your birthday, do a fun run or sell cupcakes, you can choose to fundraise your way, in your own time.

## Gifts in Wills.

Leaving a gift in your Will can have an enduring and profound impact on the life of someone with low vision or blindness. Discover how to help Guide Dogs and leave a lasting legacy.

## Partnerships.

From workplace giving to corporate partnerships, we offer a range of ways for organisations to get involved with us and create change in the community.

## Major Giving.

As a donor of Major Gifts, you choose which Guide Dogs' program you would like to support, while receiving benefits suited to the special way you contribute to our cause.

## Merchandise.

We have a range of items available in our shop, including seasonal items like Christmas cards and Calendars, and of course, our most popular item, tea towels!

## Donation Dogs.

Host one of our nationally iconic Donation Dogs and provide a way for the wider community to support our work.

## Volunteer.

Volunteer with us and discover new skills and experiences while helping to change the lives of people with low vision or blindness.

# City Wise Program.

The City Wise program provides young adult Clients between 15 and 23, living with low vision or blindness from rural and regional areas of NSW and ACT, with the opportunity to participate in a three-day, two-night stay in a city environment. This camp allows them to safely experience city living, develop their independent living skills such as grocery shopping and safely preparing ingredients for cooking, and strengthen their travelling and navigational skills in a city environment, as they consider their transition into an independent adult lifestyle.

**“I joined the program because I wanted to become more self-sufficient when doing meal prep and navigate around with GPS. One thing I learnt about was using AI to read menus and items at the shops.”**

- Participant



# Our stories.

Visit our [website](#), via the link or scan the QR code, to discover what Guide Dogs means to our Clients, staff, volunteers and supporters through their incredible stories.



**Abbie  
and Zita**



**Mudgee**



**Elaine**



**Samira**



**Emma**



**Stephen**



**Karlee**



**Vicki**





# Thank you.

None of the important work we do for our Clients could be achieved without the generosity of our incredible donors and the support of our community.

## Revenue.

Source of funds	Amount
Gifts in Wills	27,762,982
Donations and other fundraising activities	11,621,672
NDIS, Medicare and other government revenue	5,252,356
Income from investments	3,662,662
Contract Services income	267,268
Other income	383,939
<b>Total revenue</b>	<b>48,950,879</b>

## Expenses.

Use of funds	Amount
Client and Dogs Services	31,805,473
Fundraising expenses	5,429,386
Marketing	2,962,677
Governance and administrative services	10,204,806
Community education and advocacy	1,851,160
<b>Total expenses</b>	<b>52,253,502</b>

Staff costs are included in each category.



We're here whenever  
you need us.

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**Guide Dogs.**

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